

## Message Text

UNCLASSIFIED

PAGE 01 TOKYO 08725 160542Z  
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----109679 160624Z /14  
R 160533Z MAY 78  
FM AMEMBASSY TOKYO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7937

UNCLAS TOKYO 08725

E.O. 11652: NA  
TAGS: BEXP, JA  
SUBJECT: HOUSEWARES VTR UTILIZATION IN AMERICAN  
PRODUCTS PROMOTERS ASSOCIATION (APPA) DISPLAY

REF: (A) USDOC 8215 (B) TOKYO 5323

1. RE SUGGESTION IN REFTEL A, PARA. 5 THAT HOUSEWARES VTR BE USED IN CONJUNCTION WITH AMERICAN PRODUCTS PROMOTERS ASSOCIATION (APPA) CATALOG DISPLAY OPENING, EMBASSY AND USTC HAVE ALSO BEEN CONSIDERING WHAT USE WE CAN MAKE OF VTR. WE BELIEVE THAT PORTIONS OF VIDEOTAPE CAN BE RUN EFFECTIVELY IN CONJUNCTION WITH APPA DISPLAY WHICH WE PLAN TO INCORPORATE INTO AUGUST LEISURETIME USA SHOW AT TC. LACK OF ADEQUATE SPACE FOR PRODUCT DISPLAY AND CONFLICTING EXHIBIT THEMES PROCLUDE UTILIZING SAMPLE HOUSEWARE PRODUCTS AT TC SHOW.

2. WE HAVE ALSO DISCUSSED IDEA OF INCLUDING VTR IN OPENING OF PERMANENT APPA EXHIBIT (SITE AS YET UNDETERMINED) LATER THIS FALL. HOWEVER, WE HAVE DECIDED THAT SINCE APPA PROJECT INVOLVES ONLY VENDOR CATALOGS WITH NO PRODUCT SAMPLES, TO INCLUDE SUCH SAMPLES IN OPENING EXHIBIT WOULD CONFUSE VIEWERS AND POSSIBLY LEAD THEM TO EXPECT BROADER SCOPE IN APPA  
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PROJECT THAN NOW PLANNED. ALSO, APPA PROJECT PRESENTLY INCLUDES SPORTING GOODS AND HOBBIES AND CRAFTS, IN ADDITION TO HOUSEWARES. WE WOULD NOT WANT TO GIVE IMPRESSION THAT APPA IS LIMITED TO HOUSEWARES ONLY, OR THAT APPA CATALOG PROJECT WILL TRACK VTR FORMAT. ACCORDINGLY, WE BELIEVE HOUSEWARES SAMPLE PRODUCTS ARE NOT SUITABLE FOR TIEING IN WITH APPA DISPLAY AT

LEISURETIME USA SHOW OR AT OPENING OF PERMANENT  
DISPLAY SITE.

3. REQUEST REPLY TO USTC REQUEST CONTAINED REFTEL B  
CONCERNING DISPOSITION OF HOUSEWARES SAMPLES.  
MANSFIELD

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NNN

## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Draft Date:** 16 may 1978  
**Decaption Date:** 20 Mar 2014  
**Decaption Note:** 25 YEAR REVIEW  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
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**Disposition Reason:**  
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**Enclosure:** n/a  
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**Errors:** N/A  
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**Review Markings:**  
Sheryl P. Walter  
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